



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Russell, AL

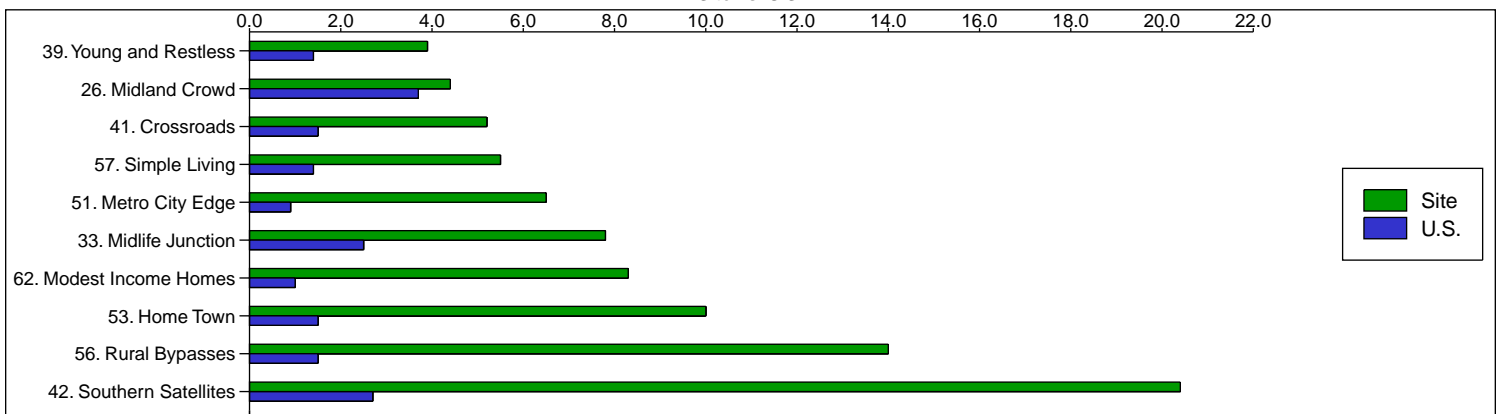
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	20.4%	20.4%	2.7%	2.7%	748
2	56. Rural Bypasses	14.0%	34.4%	1.5%	4.2%	923
3	53. Home Town	10.0%	44.4%	1.5%	5.7%	681
4	62. Modest Income Homes	8.3%	52.7%	1.0%	6.7%	822
5	33. Midlife Junction	7.8%	60.5%	2.5%	9.2%	314
	Subtotal	60.5%		9.2%		
6	51. Metro City Edge	6.5%	67.0%	0.9%	10.1%	690
7	57. Simple Living	5.5%	72.5%	1.4%	11.5%	389
8	41. Crossroads	5.2%	77.7%	1.5%	13.0%	347
9	26. Midland Crowd	4.4%	82.1%	3.7%	16.7%	117
10	39. Young and Restless	3.9%	86.0%	1.4%	18.1%	274
	Subtotal	25.5%		8.9%		
11	29. Rustbelt Retirees	2.9%	88.9%	2.1%	20.2%	141
12	52. Inner City Tenants	2.7%	91.6%	1.5%	21.7%	176
13	50. Heartland Communities	2.3%	93.9%	2.2%	23.9%	109
14	64. City Commons	2.2%	96.1%	0.7%	24.6%	318
15	60. City Dimensions	1.9%	98.0%	0.9%	25.5%	223
	Subtotal	12.0%		7.4%		
16	46. Rooted Rural	1.0%	99.0%	2.4%	27.9%	40
17	34. Family Foundations	1.0%	100.0%	0.9%	28.8%	113
18	66. Unclassified	0.0%	100.0%	0.0%	28.8%	787
	Total	100.0%		28.8%		347

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



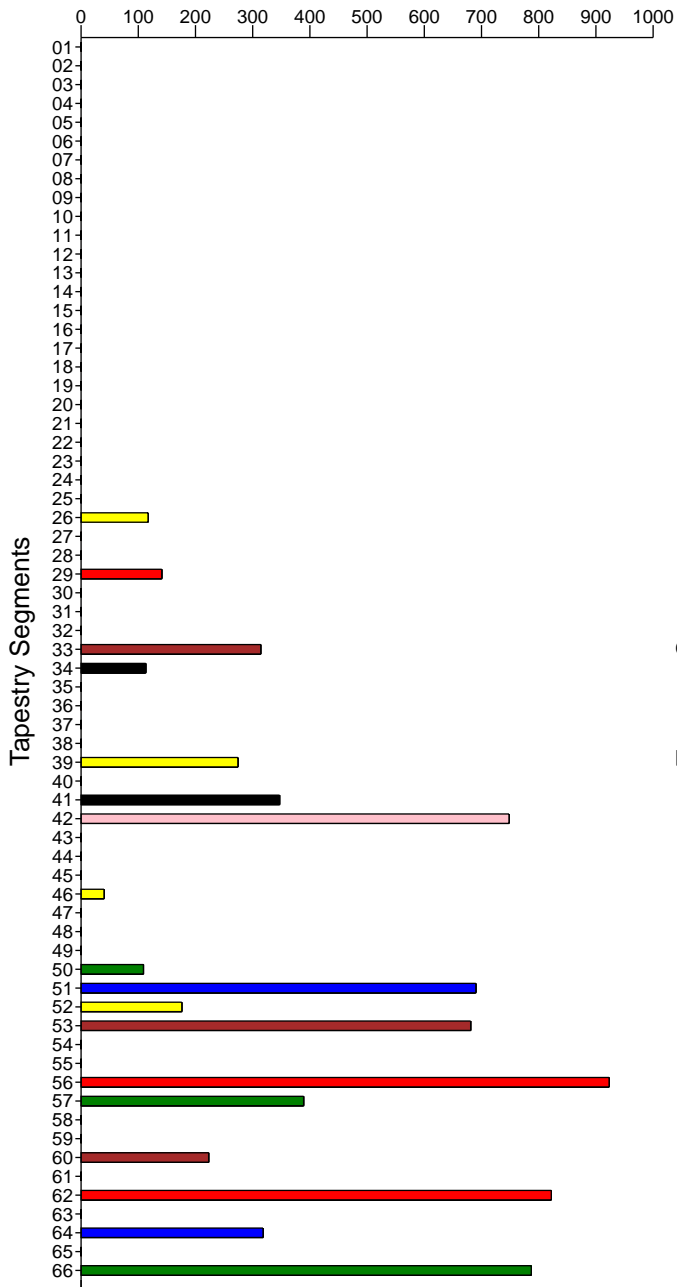
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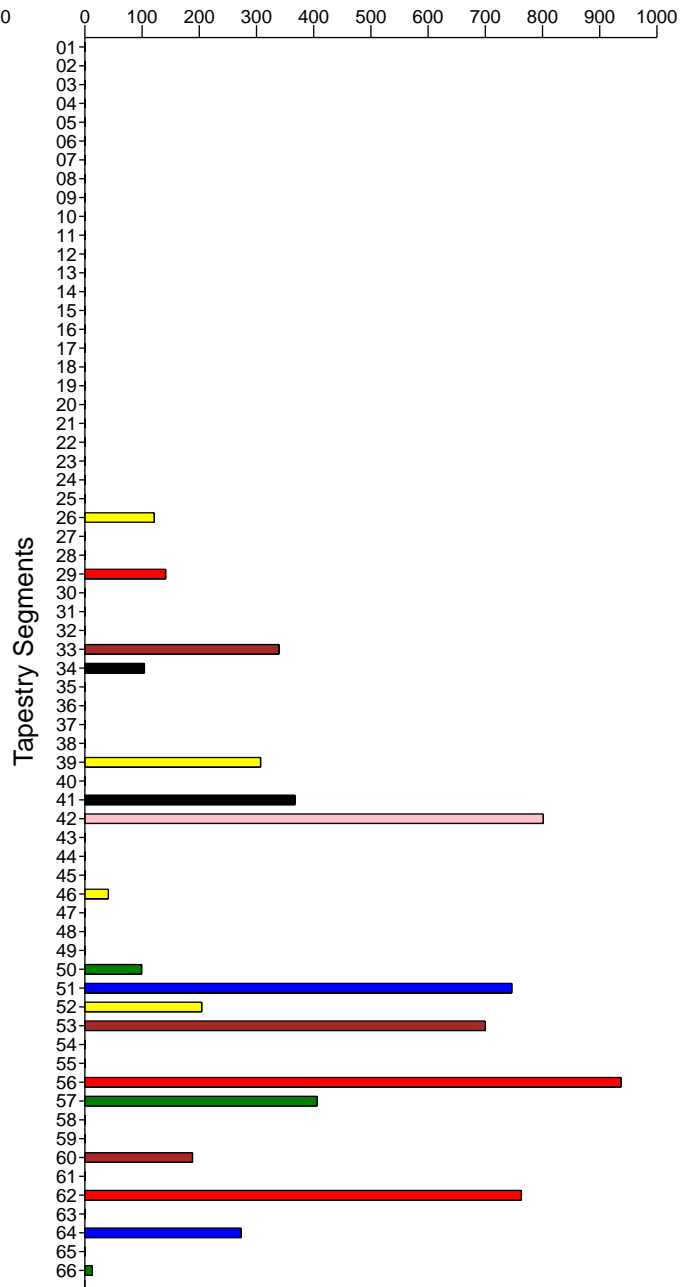
Tapestry Indexes by Households

Index



Tapestry Indexes by Population

Index



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Russell, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	21,303	100.0%		52,015	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	3,158	14.8%	282	8,059	15.5%	295
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	1,385	6.5%	690	4,007	7.7%	746
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,773	8.3%	822	4,052	7.8%	763
L4. Solo Acts	826	3.9%	57	1,722	3.3%	65
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	826	3.9%	274	1,722	3.3%	307
L5. Senior Styles	2,304	10.8%	87	4,845	9.3%	89
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	628	2.9%	141	1,381	2.7%	141
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	499	2.3%	109	996	1.9%	99
57 Simple Living	1,177	5.5%	389	2,468	4.7%	406
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
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Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	21,303	100.0%		52,015	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	985	4.6%	56	2,403	4.6%	47
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	571	2.7%	176	1,517	2.9%	204
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	414	1.9%	223	886	1.7%	188
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	460	2.2%	28	1,039	2.0%	22
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	460	2.2%	318	1,039	2.0%	273
L10. Traditional Living	1,868	8.8%	100	4,376	8.4%	101
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	1,663	7.8%	314	3,885	7.5%	339
34 Family Foundations	205	1.0%	113	491	0.9%	104
L11. Factories & Farms	9,445	44.3%	467	23,618	45.4%	486
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	4,346	20.4%	748	11,124	21.4%	801
53 Home Town	2,123	10.0%	681	5,078	9.8%	700
56 Rural Bypasses	2,976	14.0%	923	7,416	14.3%	937
L12. American Quilt	2,253	10.6%	114	5,943	11.4%	124
26 Midland Crowd	931	4.4%	117	2,417	4.6%	121
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,115	5.2%	347	3,025	5.8%	367
46 Rooted Rural	207	1.0%	40	501	1.0%	41
66 Unclassified	4	0.0%	787	10	0.0%	13

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Russell, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	21,303	100.0%		52,015	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	460	2.2%	46	1,039	2.0%	36
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	460	2.2%	318	1,039	2.0%	273
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	2,016	9.5%	87	4,616	8.9%	90
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	205	1.0%	113	491	0.9%	104
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
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U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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51 Metro City Edge	1,385	6.5%	690	4,007	7.7%	746
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12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	4,414	20.7%	214	10,344	19.9%	219
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	628	2.9%	141	1,381	2.7%	141
33 Midlife Junction	1,663	7.8%	314	3,885	7.5%	339
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	2,123	10.0%	681	5,078	9.8%	700
U9. Small Towns	1,614	7.6%	156	4,021	7.7%	171
41 Crossroads	1,115	5.2%	347	3,025	5.8%	367
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
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37 Prairie Living	0	0.0%	0	0	0.0%	0
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